



# hotcountry<sup>WLTU</sup>92.1<sup>FM</sup>

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HOT COUNTRY | 92.1 FM | WLTU

# overview

## about hot country 92.1 FM

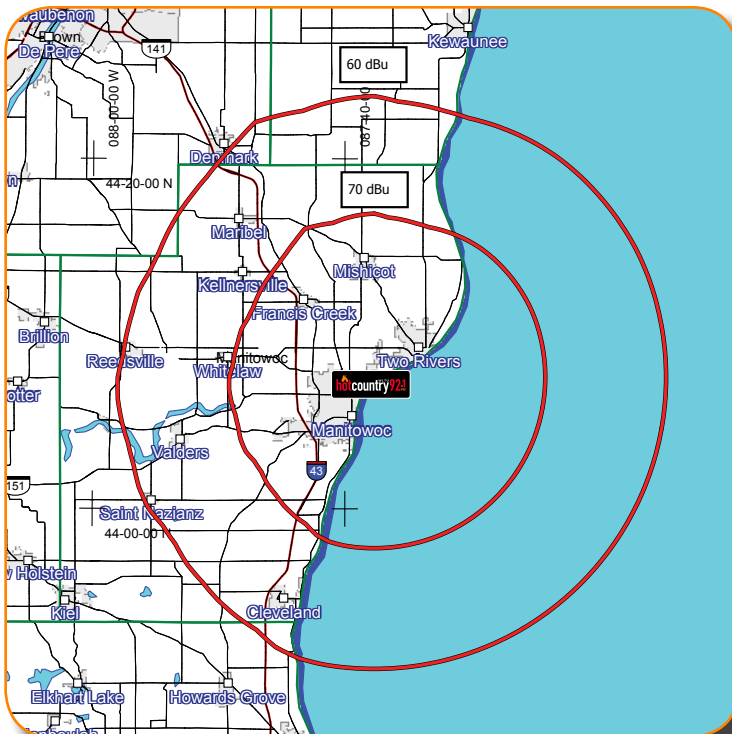
WLTU Hot Country emphasizes popular, current songs and mixes in top-testing songs from the 1990s and 2000s. Hot Country draws a young, active segment of the Country audience. The music is wrapped with clever imaging, engaging air personalities and fun, large-scale promotions.



## area at a glance

- #1 Fastest Growing Station in Manitowoc County
- Listening Demo: 35-54 adults (62%)
- Secondary Demo: 55-74 adults (28%)
- 10:00AM-3:00PM, 28% of listening audience
- 3:00PM-7:00PM, 30% of listening audience
- On average, listeners spend 4.4 hours each day listening to local radio

## coverage map



# music

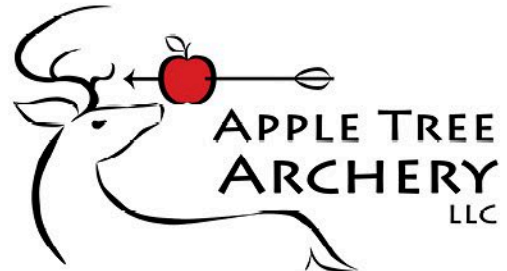




# wltu gets results



CUSTOM HEALTH  
PHARMACY INC.



 **Silver Lake Country Store**  
& Garden Center



**festival**  
foods

 **State Farm**™

 **Holy Family Memorial**  
*Sponsored by the Franciscan Sisters of Christian Charity*

Steve Ford - State Farm

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Roorbach's

 **Stardust**  
LIMOUSINE LLC  
Since 1992

**Workingman's  
Friend**



# advertising



Our advertising rates are **competitive** and **affordable**, and a great way to boost your business. We pride ourselves in thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget. [Please contact us today to learn about the benefits of radio advertising and to hear success stories from our clients, and to begin your advertising campaign today!](#)



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